

RECEIVED
CENTRAL FAX CENTER

NOV 13 2007

MARTIN & FERRARO, LLP

ATTORNEYS AT LAW

17383 SUNSET BLVD, SUITE 315
LOS ANGELES, CALIFORNIA 90272Telephone
(310) 286-9800Facsimile
(310) 286-2795

FACSIMILE TRANSMITTAL

TO:

Name: Mail Stop RCE
Art Unit 3622
Examiner Arthur D. Duran

Firm: U.S. Patent & Trademark Office

Fax No.: 571-273-8300

Subject: U.S. Patent Application No. 09/605,695
Steven Michael Schein

Filed: June 28, 2000

INTELLIGENT MEDIA TARGETING SYSTEM
AND METHOD

Attorney Docket No. 108.0003-00000

Customer No. 22882

Confirmation No.: 6334

FROM:

Name: Amedeo F. Ferraro

Phone No.: 310-286-9800

No. of Pages (including this): 43

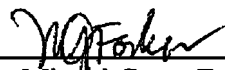
Date: November 13, 2007

Confirmation Copy to Follow: NO

Message:

CERTIFICATE OF TRANSMISSION UNDER 37 CFR 1.8

I hereby certify that the attached Transmittal Form (in duplicate; the total amount of \$910 to cover the \$810 RCE fee and \$100 additional claims fee is to be charged to Deposit Account No. 50-1068), Request for Continued Examination (RCE) (in duplicate), Amendment, and Information Disclosure Statement (IDS) Under 37 C.F.R. § 1.97(b) with Form PTO/SB/08 and a copy of the non-U.S. Patent document are being facsimile transmitted to the U.S. Patent and Trademark Office on November 13, 2007.



Miyabi Grace Forker

If there is a problem with this transmission please call the sender at the number above.

The information contained in this facsimile message is privileged and confidential information intended only for the use of the addressee listed above. If you are not the intended recipient or the employee or agent responsible to deliver this message to the intended recipient, please do not use this transmission in any way, but contact the sender by telephone.

FORM PTO-1083

RECEIVED
CENTRAL FAX CENTERAttorney Docket No.: 108.0003-00000
Customer No. 22882

NOV 13 2007

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Steven Michael Schein

Serial No: 09/605,695

Filed: June 28, 2000

For: INTELLIGENT MEDIA TARGETING SYSTEM
AND METHOD

Confirmation No.: 6334

Art Unit: 3622

Examiner: Arthur D. Duran

Mail Stop RCE
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

Transmitted herewith is a Request for Continued Examination (RCE) and Amendment in reply to the final Office Action dated August 10, 2007 in the above-identified application.

- ☐ No additional fee is required.
- ☐ Applicant hereby requests a ***-month extension of time to respond to the above office action.
- ☒ An Information Disclosure Statement Under 37 C.F.R. § 1.97(b) with Form PTO/SB/08 and a copy of the non-U.S. Patent document is enclosed.

The fee has been calculated as shown below:

	(Col. 1) CLAIMS REMAINING AFTER AMENDMENT		(Col. 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Col. 3) PRESENT EXTRA*	LG/SM \$ ENTITY FEE		ADD'L FEE DUE
TOTAL CLAIMS FEE	41	-	39**	2	LG=\$50 SM=\$25	\$50	\$ 100
INDEPENDENT CLAIMS FEE	8	-	8***	0	LG=\$200 SM=\$100	\$200	\$ 0
FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIMS					LARGE ENTITY FEE = \$360 SMALL ENTITY FEE = \$180		\$ 0
TOTAL							\$ 100

* If the entry in Col. 1 is less than the entry in Col. 2, write "0" in Col. 3.

** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, write "20" in this space.

*** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, write "3" in this space. The "Highest Number Previously Paid For" (Total or Independent) is the highest number found from the equivalent box on Col. 1 of a prior amendment or the number of claims originally filed.

- ☒ A total amount of \$910 to cover the \$810 RCE fee and \$100 additional claims fee is to be charged to Deposit Account No. 50-1068.
- ☒ The Commissioner is hereby authorized to charge any deficiencies of fees associated with this communication or credit any overpayment to Deposit Account No. 50-1068. **A copy of this sheet is enclosed.**
- ☒ Any filing fees under 37 C.F.R. § 1.16 for the presentation of extra claims
- ☒ Any patent application processing fees under 37 C.F.R. § 1.17

Respectfully submitted,
MARTIN & FERRARO, LLP

Date: November 13, 2007

By: Amedeo F. Ferraro
Registration No. 37,1291557 Lake O'Pines Street, NE
Hartville, Ohio 44632
Telephone: (310) 286-9800
Facsimile: (310) 286-2795

FORM PTO-1083

Attorney Docket No.: 108.0003-00000
Customer No. 22882

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Steven Michael Scheln

Serial No: 09/605,695

Filed: June 28, 2000

For: INTELLIGENT MEDIA TARGETING SYSTEM
AND METHOD

Confirmation No.: 6334

Art Unit: 3622

Examiner: Arthur D. Duran

RECEIVED
CENTRAL FAX CENTER**NOV 13 2007**Mail Stop RCE
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

Transmitted herewith is a Request for Continued Examination (RCE) and Amendment in reply to the final Office Action dated August 10, 2007 in the above-identified application.

- ☐ No additional fee is required.
- ☐ Applicant hereby requests a ***-month extension of time to respond to the above office action.
- ☒ An Information Disclosure Statement Under 37 C.F.R. § 1.97(b) with Form PTO/SB/08 and a copy of the non-U.S. Patent document is enclosed.

The fee has been calculated as shown below:

	(Col. 1) CLAIMS REMAINING AFTER AMENDMENT		(Col. 2) HIGHEST NUMBER PREVIOUSLY PAID FOR		(Col. 3) PRESENT EXTRA*	LG/SM \$ ENTITY FEE	ADD'L FEE DUE
TOTAL CLAIMS FEE	41	-	39	**	2	LG=\$50 SM=\$25	\$ 100
INDEPENDENT CLAIMS FEE	8	-	8	***	0	LG=\$200 SM=\$100	\$ 0
FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIMS						LARGE ENTITY FEE = \$380 SMALL ENTITY FEE = \$180	\$ 0
						TOTAL	\$ 100

* If the entry in Col. 1 is less than the entry in Col. 2, write "0" in Col. 3.

** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, write "20" in this space.

*** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, write "3" in this space. The "Highest Number Previously Paid For" (Total or Independent) is the highest number found from the equivalent box on Col. 1 of a prior amendment or the number of claims originally filed.

- ☒ A total amount of \$910 to cover the \$810 RCE fee and \$100 additional claims fee is to be charged to Deposit Account No. 50-1068.
- ☒ The Commissioner is hereby authorized to charge any deficiencies of fees associated with this communication or credit any overpayment to Deposit Account No. 50-1068. A copy of this sheet is enclosed.
- ☒ Any filing fees under 37 C.F.R. § 1.16 for the presentation of extra claims
- ☒ Any patent application processing fees under 37 C.F.R. § 1.17

Respectfully submitted,
MARTIN & FERRARO, LLP

Date: November 13, 2007

By: Amedeo F. Ferraro
Registration No. 37,1291557 Lake O'Pines Street, NE
Hartsville, Ohio 44632
Telephone: (310) 286-9800
Facsimile: (310) 286-2795